

# Creative workstyles



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workdesigner, coach & ergonomist

Ergonomics and creativity

Human Factors NL

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# My background

- Originally industrial design engineer (TU Delft)
- Design bureau, lecturer technical universities
- Management consultant office innovation
- 15 years registered as Eur. Erg. (until 2011)
- 25 years member ISO-workinggroup;
  - Revised ISO 6385:2016 and published ISO 26800
- Publications on new workstyles & innovation
- More on: [The workdesigner](#)

# Practice 4

## Old

- Work and private separated

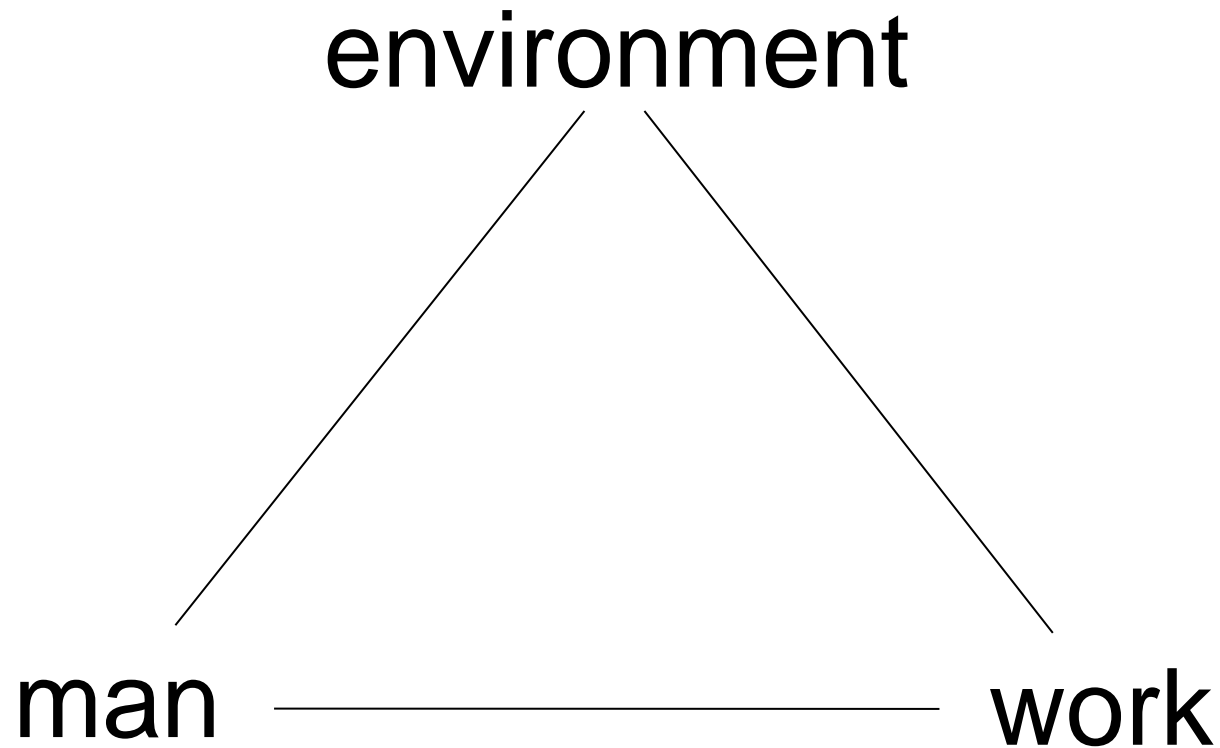


## New

- Work and private mixed



# Ergonomics approach



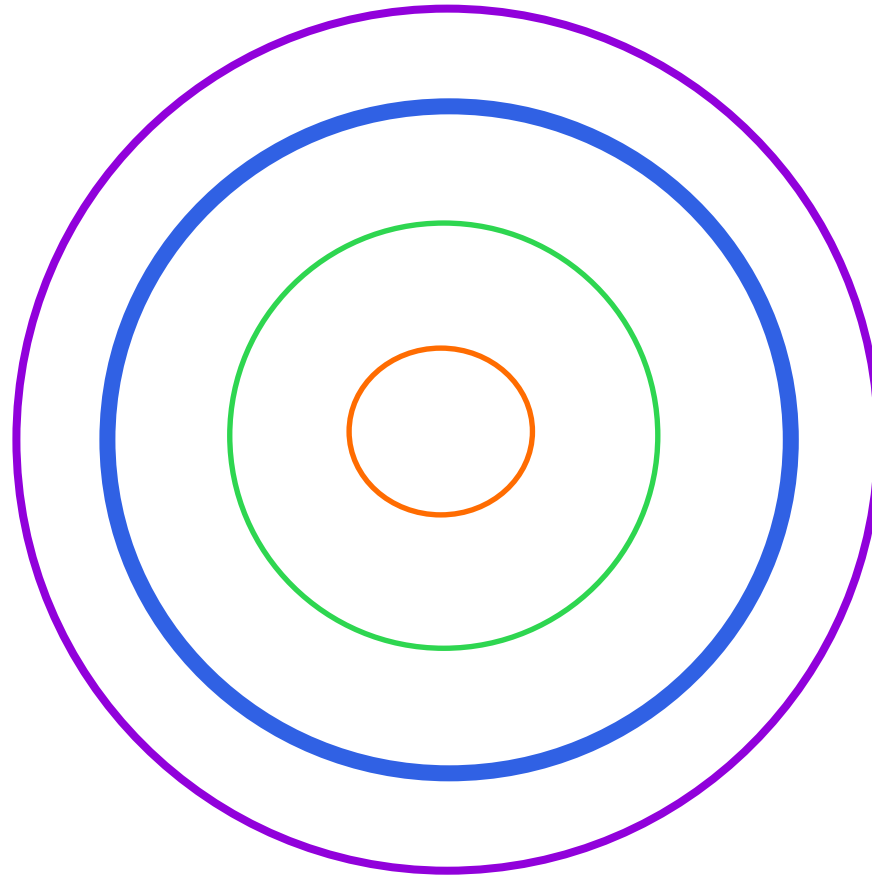
# Work

society

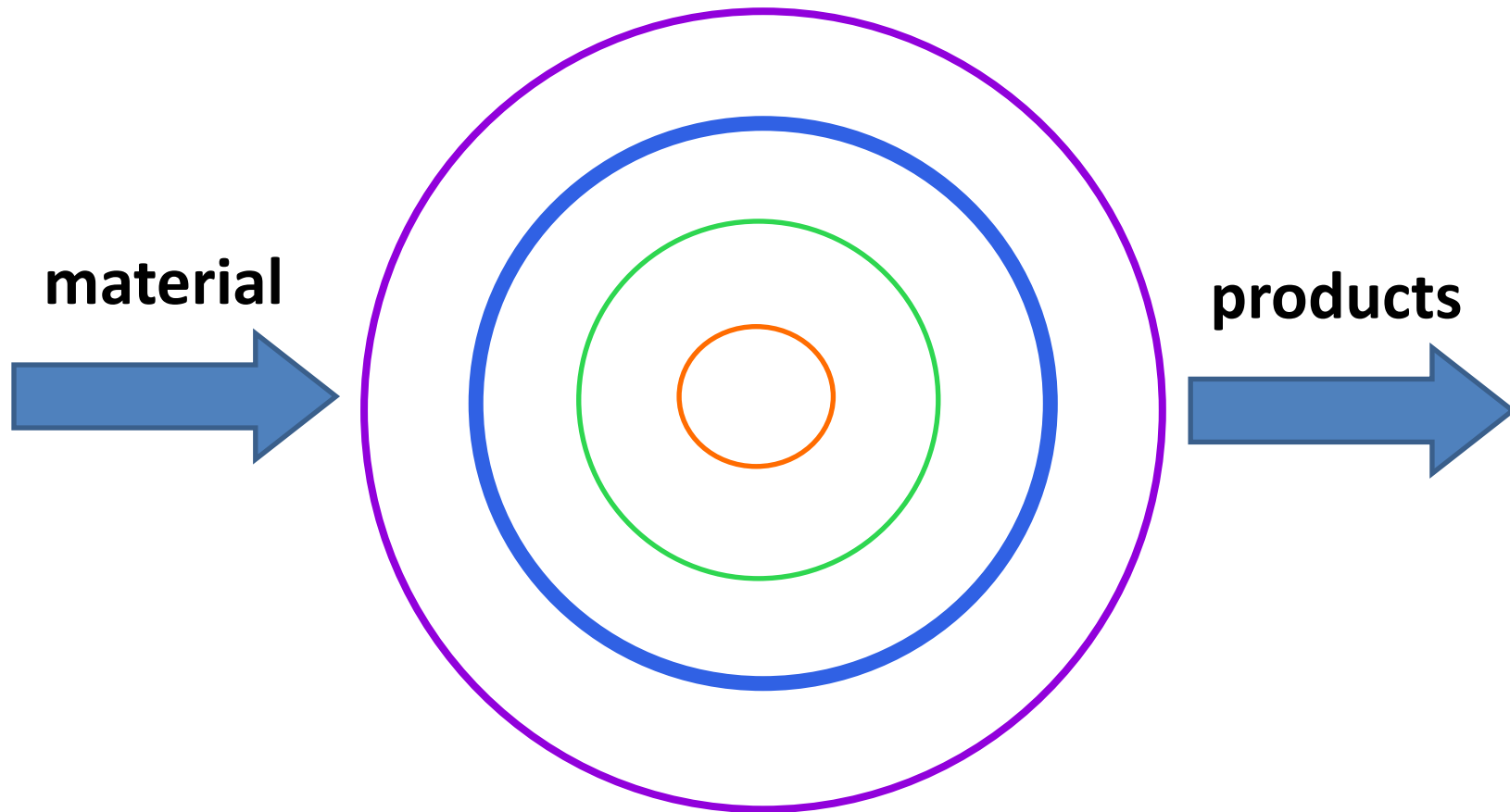
organization

group

individual

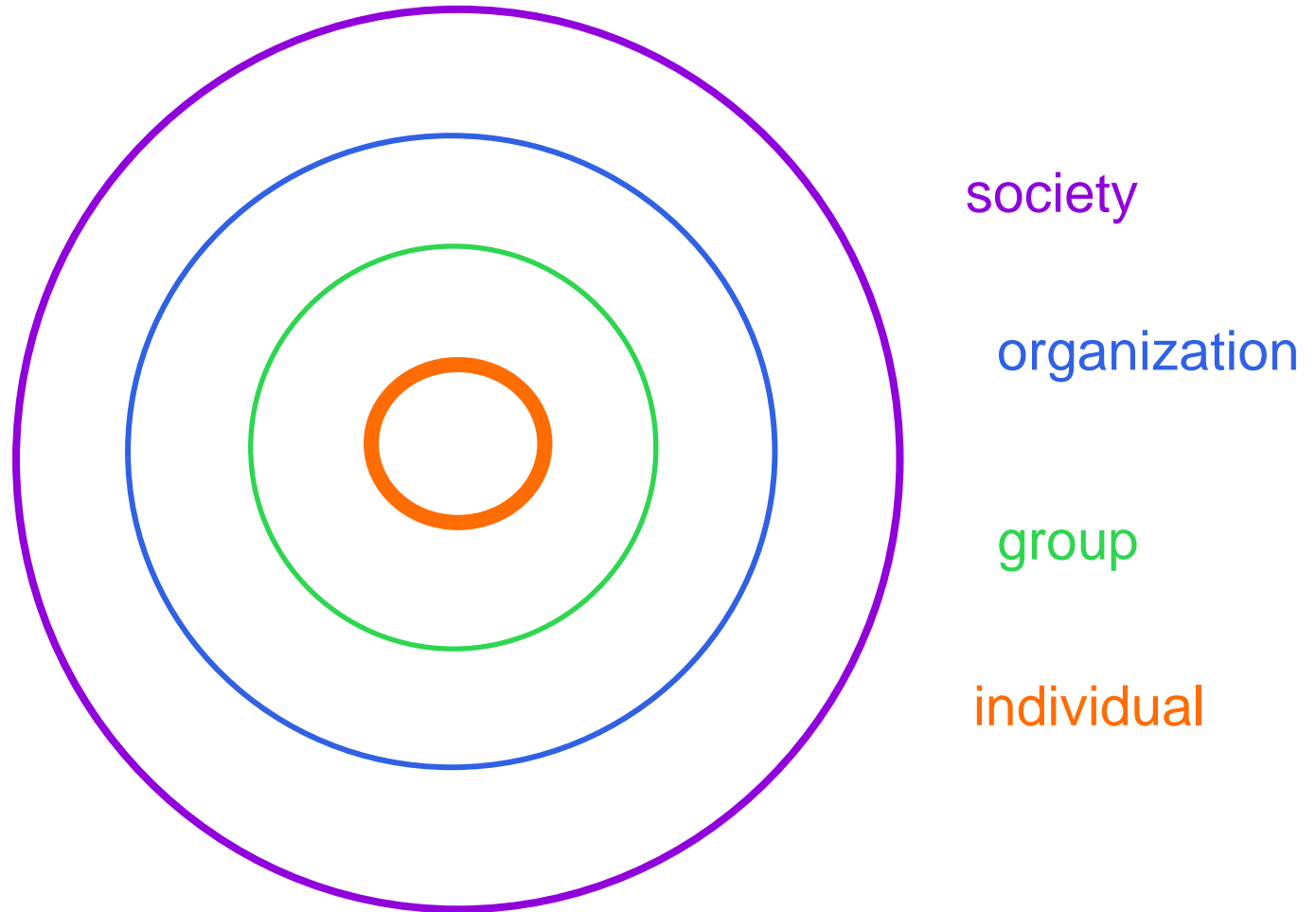


# 1950: **hand** work



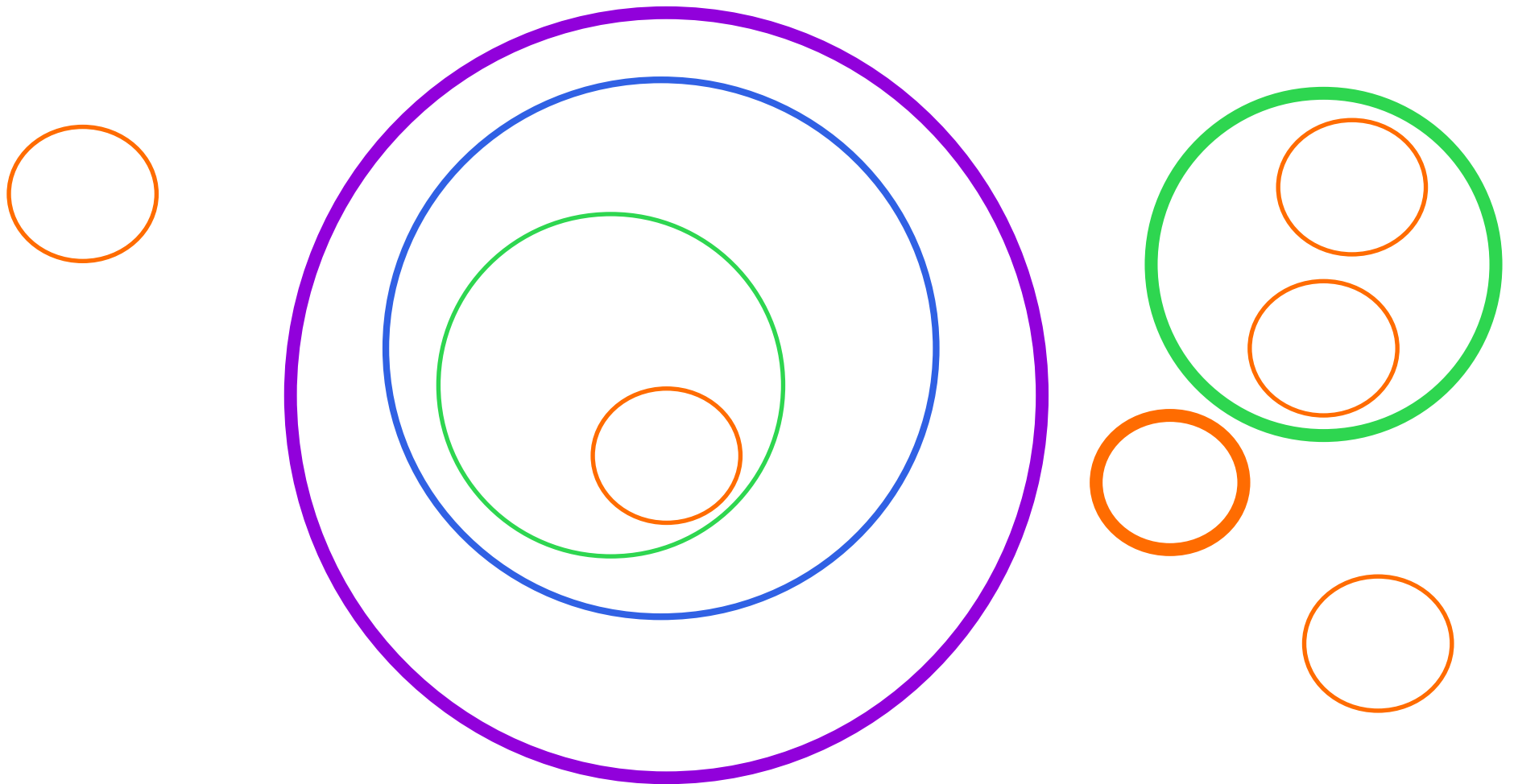
Efficient production

# 2000: **head** work



Online services. Everybody **thinks**

# 2050: **heart** work



**Durable worksystems, divers workstyles**



# Living worksystems

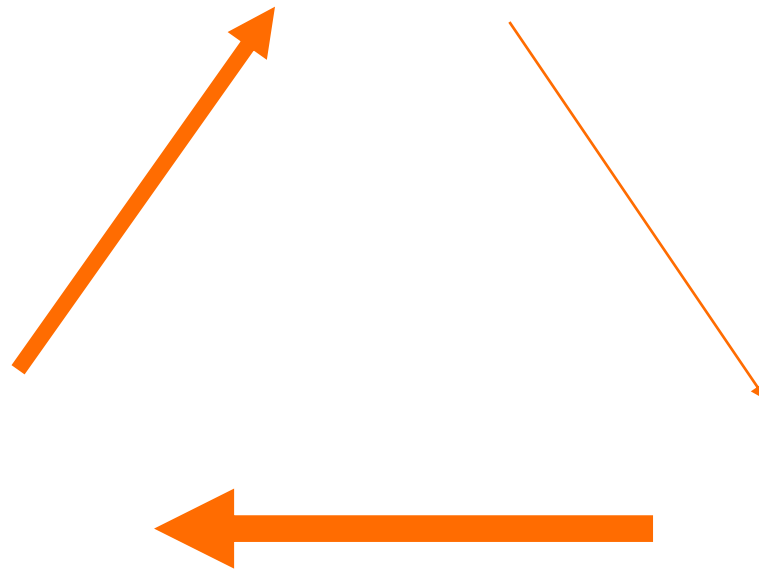


# Ergonomic approach

Step 3: Use  
environments

Step 2:  
Empower  
man

Step 1:  
Develop  
work



**The workdesigner is expert in**  
**durable, dynamic & divers** work solutions

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# Questions?